



CALPEEK

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BROWN HIRES REILLY TO RE-ENERGIZE CAMPAIGN.

Editor's note: Demo insiders have been muttering for some time about Kathleen Brown's dull TV ads; that same "enough is enough" speech; and her defensive/no thrills strategy. For months there's been no excitement nor direction in her bid to win the Demo primary for governor. Here's our report & analysis...

...Brown's frontrunning status over chief Demo rival John Garamendi is primarily due to her fantastic fund-raising. But if there are words which best describe the rest of Brown's campaign, *boring & disappointing* would probably be the appropriate words. Other CALPEEK sources aren't so charitable. Much of what we have just described was very obvious 10 days ago at the Orange Co. Demo Party's annual convention...

...So it shouldn't have been a huge shock that on Mar. 15th Brown hired S.F.-based consultant Clint Reilly to re-energize her campaign. Although Brown says she hopes to keep her team intact, when a new consultant is hired in a "fire fighting" situation, heads roll. Certainly part of Brown's problem has been a lack of direction and a series of blunders which should not have happened. Brown's daily manager, Teresa Vilmain, is out and so is policy director Roy Behr. The odds are fair that Brown's general/media consultant, Greer Margolis Mitchell et al, may soon depart, but that's not certain...

...Was there any sign that something like this was going to happen? YES. Some time ago, Brown wanted to hire consultant Bill Carrick, presumably in the same capacity as Reilly. But Carrick also works for U.S. Sen. Dianne Feinstein(D) and DiFi said no...

...What does this mean for Garamendi? It's great news. His big problem is **money**. With Brown's campaign in trouble, Garamendi may be able to go back to Demo fat cats and get the funding he needs to be competitive.

...Can Reilly be the energizer bunny? If he can come up with a catchy campaign theme and turn the theme into a hot TV spot, as he did for L.A. Mayor Richard Riordan, then perhaps. Brown has some good people on her team, so the potential is still there. But Reilly will have trouble with the two issues which hurts Brown the most - **crime** and the **death penalty**. Brown says she's "a different shade of Brown." That's a cute line, but it just reminds voters that she's the sister of Jerry, who appointed Rose Bird. And her response to why she opposes the death penalty is not acceptable. On the other hand, perhaps the **economy** will come back as a key issue. New State budget projections are due soon and Calif. will have another huge deficit. The economy is Brown's *bread & butter*. Stay tuned...

U.S. HOUSE RACES: INCUMBENTS UNDER SIEGE.

Editor's note: This week CALPEEK begins its coverage of House & Legislative primaries. Here is our brief report about incumbent House members under attack...

...As far as CALPEEK can determine, there are three (3) Calif. U.S. House members who face serious opposition in their primary races. All three are freshmen: Jay Kim(R-Diamond Bar); Ken Calvert(R-Riverside); and Dan Hamburg(D-Ukiah)...

● **1st C.D.** - This race is called "The Big Incumbent Face Off" because you've got the current incumbent, Hamburg, facing former Demo Congressman Doug Bosco of Sebastopol in the primary --- and if he should survive that battle, Hamburg would then have to face former GOP Congressman Frank Riggs of Windsor. Riggs knocked off Bosco in a fluke back in 1990 and then Hamburg beat Riggs in 1992. Bosco is attempting to portray Hamburg as being a "Super Tree Hugger," in a district where environment and logging are the big issues. Hamburg has hired The Campaign Performance

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Group, The Campaign Group and Mellman, Lazarus & Lake...

● **41st C.D.** - This is Kim's district and of the two Republicans under siege, he is in the most trouble. He is trying to defend himself against allegations that he used corporate funds for his 1992 race. This probe has led the FBI and the DOJ to look into other and perhaps more serious problem areas for Kim. The publicity has **not** been good. We should mention that Kim has not been charged with any crimes at the current time. Kim has again hired veteran GOP consultant Bob Gouty to run his campaign. Kim has four GOP challengers and two Demos are waiting in the wings --- hoping Kim survives. The GOPers are businesswoman Valerie Romero; muni finance attorney Todd Thakar; Ron Curtis; and Bob Kerns. Romero and Thakar are the ones with resources and thus are the ones to watch. Romero has hired Butcher, Forde & Mollich, while Thakar has hired Dresner, Sykes & Wickers. A poll for Romero by S.F. based Charlton Research (400 likely GOP voters, Feb. 24-27) showed Kim with only a 28% reelect score, very low for an incumbent. When "push questions" are added, anywhere from 66% to 72% said they would vote against Kim...

● **43rd C.D.** - Calvert again faces S. Joseph Khoury, a conservative who is a professor at UC Riverside. And if Calvert should survive the primary, he can look forward to second go-round with Demo Mark Takano, a community college trustee who actually beat Calvert on election day, but lost when all the absentees were counted. Most damaging to Calvert has been a newspaper story in with the headlines, "Prostitute: I was in car when Calvert detained," No arrest, but that's not the kind of publicity a freshman congressman needs. It's going to get even more nasty. Khoury's success will depend to a large degree on resources. Khoury has hired GOP con-sultant Bob Gouty. Stay tuned...

43rd A.D. SPECIAL: ROGAN GETS SUPPORT FROM "COMMITTEE OF 100" IN BID FOR NOLAN'S SEAT...
L.A. Muni Court Judge James E. Rogan(R) has picked up support from a group of local GOPers from the 43rd A.D. known as "The Committee of 100." It's a group of hand-picked GOPers who backed Rogan over a field of several other candidates, including L.A.P.D. Officer Peter Repovich. It's not a formal endorsement, but

83% of those who voted backed Rogan. As another CALPEEK sources noted, however, given the folks who organized this event, Rogan was a slam dunk to win. Repovich didn't get any votes. The Cmt. of 100 is organized by backers of U.S. Rep. Carlos Moorhead, L.A. Co. Sup. Mike Antonovich and the 43rd A.D. Central Cmt., which is still loyal to Pat Nolan, who goes to prison at the end of the month after pleading guilty to political corruption charges. FYI: Rogan has hired GOP consultant Jim Nygren of Sacto as his campaign consultant. Stay tuned...

U.S. REP. TUCKER TO ADDRESS L.A. FORUM APRIL 7.
U.S. Rep. Walter Tucker III(D-L.A.) will address members of the L.A. Current Affairs Forum, 11:30 a.m. reception, 12 noon luncheon, April 7, Hyatt Regency Hotel, L.A. For info & RSVPs, contact Emma Schafer (310)445-8862...

LONG BEACH MAYOR'S RACE: WHO'S LEADING???
Editor's note: With three weeks to go before the April 12th Long Beach municipal primary, sources are evenly divided as to what may happen on election day. The camps are divided into the outsiders vs. insiders. Here is our brief update & analysis...

...A month ago the advantage in the Long Beach mayor's race belonged to the OUTSIDER candidates: Beverly O'Neill, the former community college president; and businessmen Frank Colonna and Don Westerland. Today, about half our sources now think that the INSIDERS are either ahead or have closed the gap, with incumbent Mayor Ernie Kell predicted to finish in either 1st or 2nd, and either Councilmembers Jeff Kellogg and Ray Grabinski right behind him...

...Here's what has happened. Westerland has run into money trouble and had to terminate his campaign team of Adler/Wilson Campaign Services. Many sources now think Westerland has peaked. O'Neill still has good name ID, but sources report that she's shallow on issues and not very good on the stump. Colonna continues to get good press, but like O'Neill, is not all that impressive in public appearances. And it's in these public forums that Grabinski and Kellogg make points with voters...

...The O'Neill and Colonna spin is *just the opposite*, except that they continue to trade shots at one another.

And they both agree that Westerland is history. In terms of money, which everyone admits is very tight, Kell is in the best shape because he's got *deep pockets*. But in the Feb. 26th filings, Kellogg reported the most cash-on-hand, although some major expenses, such as for his consultant and other expenses couldn't be located by the other campaigns. Nevertheless, he appears in better shape now than a month ago. Our best guess is that Kell makes the runoff, but with whom is still very unclear. Stay tuned...

1994 UPDATE: DISTRICT ATTORNEY CONTESTS.

Editor's note: Here's a brief update on various county District Attorney races around the State...

...Sources now report there are four(4) incumbent DAs who will **not** seek reelection this year. Previously reported as not running were Dennis Kottmeier of San Bernardino Co.; Gene Tunney of Sonoma Co.; and George Griffith of Mariposa. Now add to that list the name of John Meehan, long time DA of Alameda Co...

- **San Diego** - Incumbent Ed Miller, the "dean" of the county DAs, is definitely under siege, not only from 3 strong rivals, but from the influential Union Tribune newspaper, which has said it's time for a change. He hasn't had a serious challenge in 20 years. Running against Miller are muni court judge Larry Stirling; deputy city attorney Casey Gwinn; former deputy DA and now attorney Paul Pfingst; and former councilman Michael Schafer. Of this group, most sources think Stirling, Pfingst and Gwinn are the only credible candidates. Gwinn is a conservative who has won national praise as a specialist in dealing with domestic violence. Schuman, Hoy & Wear are running his campaign, while Laurie Twomey is the fundraiser. Before his appointment to the bench, Stirling was in the assembly, where he chaired the public safety cmt. As for Pfingst, he is best known as the DA who prosecuted the CHP officer who murdered a female motorist. His campaign consultant is Larry Remer of The Primacy Group, with Nancy Chase doing fundraising & consulting. A recent poll for Pfingst by Decision Research shows Miller with only a 20% reelect number, while 57% said they would support someone else...

- **Sacramento** - First term incumbent Steve White will have his hands full because there are now 3 serious rivals, plus at least one other challenger who have filed

against him. The heavyweights include former Sacto Co. DA John Dougherty, deputy DA Dave Druliner and deputy DA Jan Scully. Druliner has hired consultant Jim Nygren, while Scully has hired Dave Gilliard. White has hired Richie Ross...

- **Alameda** - 24-year veteran of the Alameda Co. DA's office, chief deputy Tom Orloff, is the current favorite to replace Meehan. There may be two others in the race, including defense attorney Billy Hunter, but clearly Orloff is the frontrunner. Stay tuned...

1994: UPDATE ON RUN FOR STATEWIDE OFFICES

Editor's note: Here are a few items of interest regarding the June 1994 primary...

- **Smith Drops AG Bid** - Demo Assemblyman Tom Umberg(D-Orange Co.) is still in a state of shock, because when filing closed on Mar. 11, S.F. DA Arlo Smith(D) decided not to run again. It's probably the best news that Umberg could have received and is not especially good news for incumbent AG Dan Lungren (R), who was probably hoping that Smith and Umberg would bash each other to pieces and spend a ton of money while he sat back during the primary. The only piece of questionable news for Umberg concerns his consultant, Clint Reilly. Sources think that one reason Umberg hired Reilly was because he had only one other statewide client -- David Roberti. Now that Reilly has Kathleen Brown AND Roberti, Umberg could begin to feel "expendable."...

- **Controller** - Former Assemblyman Tom McClintock(R) is finally starting to get this campaign together. Sources report that he's even begun to have some success in fundraising. We'll see when the new reports are filed. But one thing's for sure: the anti-TAX crowd loves McClintock. Joel Fox of the Howard Jarvis Taxpayers Assn., Richard Gann of Paul Gann's Citizen's Cmt., Ted Costa of People's Advocate, and Lewis K. Uhler of the Nat'l Tax Limitation Cmt. have all endorsed McClintock's candidacy. So has Dr. Art Laffer. Ditto business leaders Herb Boeckmann, Bob Mitchell and Don Sebastiani...

- **Secretary of State** - Demo Assemblywoman Gwen Moore(D-L.A.) ended speculation that she would seek reelection and filed papers for SOS. Stay tuned...

CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

- **L.A. Lincoln Clubs Dump on Joe** - Some negative fallout from the special election where GOP candidate Joe Ghougassian was defeated by State Sen. Steve Peace(D) earlier this year in a million dollar GOP campaign. In the CA Lincoln Club's February newsletter, there's a story saying pressure was put on the Lincoln Clubs to fund Ghougassian. The story says in part, "The fact is that Ghougassian was a poor candidate. He hadn't lived in the district very long, didn't know the issues, had never held office, was a poor speaker and had no name recognition. Bottom line: money and campaign technology can't elect a bad candidate." Ohhh...

- **VP Gore at CDP Convention** - Word out of D.C. is that Vice President Al Gore will be at the Calif. Democratic Party's April 15-17 convention in L.A....

- **Roberti Recall Update** - With about 3 weeks to go before the April 12th recall election of State Sen. David Roberti(D-Van Nuys), the national news media is beginning to take a major interest in this election because it's the first time that a state lawmaker has faced a recall backed by **pro-gun forces**. CBS, The McNeil-Lehrer News Hour and CNN all have major stories in the works. Sources are still predicting a win by the Roberti/anti-recall forces, but Roberti is spending so much time on the recall that his recently announced bid for State Treasurer could be harmed. The anti-recall campaign got an endorsement of sorts from the influential Valley Industry & Commerce Assn.(VICA), plus support from two strong Valley GOPers, former Congresswoman Bobbie Fiedler and L.A. Councilman Hal Bernson. And Roberti probably doesn't want to flash this one too much, but in the March-April issue of CA Pro-Life News, a short story concludes with, "We endorse Roberti." So the "pro-lifers" are telling the "pro-gunners" to **stick it**. Stay tuned...

INS COMM. MEISSNER AT COMMONWEALTH CLUB.

INS Commissioner Doris Meissner will speak to members of the Commonwealth Club of Calif., 11:45 a.m., April 8, Gold Ballroom, Sheraton Palace Hotel, S.F. Meissner's topic: "Immigration: Policy for the Next Century." For info (415)597-6705...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- Data + Imagination has a new location at 11423 Moorpark Street, Studio City, CA 91602. New phone number is (818)985-6100. This address change also applies to Monarch Constituent Services...

- Stephanie Brady, formerly with the MTA, has been named director of communications for Children NOW. That organization has a new HQ at 2001 S. Barrington Ave., Ste. 100, L.A. 90025...

- Political consultant Joe Cerrell has been elected to the 1994 BoD of the Nat'l Italian Amer. Foundation, based in Washington DC...

- CARAL's southern Calif. operation has moved to a new office at 8455 Beverly Blvd., Ste. 303, L.A. 90048. The new phone is (213)951-1160...

CALPEEK'S MARKETPLACE NETWORK

- **CAMPAIGN STAFF**, three positions available. 1) Campaign Secretary with computer word processing experience. 2) HQ Manager, must have experience with volunteers. 3) Candidate Travel Assistant, duties include supervising busy candidate schedule, some driving and walking door to door with candidate, must be energetic person. FAX resume to: (310)429-0385. For info: (310)429-3255...

- **LOCAL GOVERNMENT** Relations Director. The Western Mobilehome Parkowners Assn. (WMA), a State-wide property rights trade association, is seeking a Regional Representative for its San Diego/Imperial office. Responsibilities include: grass roots membership organizing; lobbying local governments on behalf of property rights, and candidate selection and recruitment. Position requires: B.A. in political science or a related field; demonstrated ability to be a self starter; five years direct political campaign experience; excellent written and verbal communication skills; and a demonstrated ability to organize. Some evening meetings and a fair amount of travel required. Starting salary \$46,000 plus travel allowance, health, dental, vision and retirement. Resumes to: John Bovee, State Director for Local Government, WMA, 1007 - 7th Street, 3rd Floor, Sacramento, CA 95814. NO PHONE CALLS PLEASE...

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